



JENNIFER M. GRANHOLM
GOVERNOR

ROBERT MORRIS
CHAIR

STATE OF MICHIGAN
GOVERNOR'S TRAFFIC SAFETY
ADVISORY COMMISSION
LANSING

APPROVED

Minutes of the Meeting held June 27, 2008
8:30 – 11:30 a.m.
4000 Collins Road, Lansing, Michigan

MEMBERS PRESENT

Mr. Robert Morris, Chair
Mr. Michael Prince
Capt. Robert Powers
Mr. John Friend
Ms. Pamela Hall
Ms. Linda Scarpetta
Mr. Steven Puuri
Chief David Stamm
Mr. Dwight Sinila

REPRESENTING

Office of the Governor
Office of Highway Safety Planning (OHSP)
Department of State Police (MSP)
Department of Transportation (MDOT)
Office of Services to the Aging (OSA)
Department of Community Health (MDCH)
Local Representative
Local Representative
Department of Education (MDOE)

STAFF

Deb Sonnenberg

MEMBERS EXCUSED

Ms. Anne Corgan
Sheriff Al Byam

Department of State (MDOS)
Local Representative

GUESTS

Dave Morena
Andrea Dewey
Nicholas Skrzypczak
Homer Smith
Sylvia Davis
James Culp
Thelma Kuska
Sandy Liddle
Pat Eliason
Kathy Farnum
Alyson Kechkaylo
Anne Readett
Pietro Semifero
Alicia Sledge
Ken Stecker
Mary Wichman

REPRESENTING

FHWA
Grand Valley Metro Council
Luciol Systems Co.
MADD Michigan
Michigan Center for Truck Safety
MDOT
NHTSA Region V – Illinois
Office of Financial & Insurance Regulation
OHSP
OHSP
OHSP
OHSP
OHSP
OHSP
PAAM
MSP-CJIC

Robert Morris, Governor's Office • Michael Prince, Office of Highway Safety Planning • Linda Scarpetta, Community Health
Dwight Sinila, Education • Anne Corgan, State • Capt. Robert Powers, State Police • John C. Friend, Transportation •
Pamela Hall, Office of Services to the Aging • Sheriff Allen Byam, Local Representative
Steven Puuri, Local Representative • Chief David Stamm, Local Representative

Chair Robert Morris called the meeting to order at 8:35 a.m. A Roll Call of the GTSAC members was taken establishing a quorum was present.

Public Comment/Announcement Items

None

GTSAC Meeting Minutes

Mr. Morris entertained a motion for approval of the minutes of the GTSAC meeting of February 22, 2008. Moved by, Dwight Sinila, and seconded by Steve Puuri. ***Motion Carried.***

Chair's Reports/Updates – Mr. Robert Morris

Mr. Morris commented on the success of the SHSP Update Workshop in April, from the organization and planning to the participation level and results.

Legislative Report – Sgt. Matt Bolger (Absent)

A Legislative Summary Report of the most current legislation concerning traffic safety was distributed.

Mr. Prince congratulated the Department of Community Health for taking the lead in getting the booster seat legislation passed and signed by the Governor. He also commented on the good news of the Governor vetoing the Helmet Repeal Bill for the second time. These actions are major achievements in traffic safety.

GTSAC Commissioner Updates

➤ Department of Transportation (MDOT) – Mr. John Friend

Feedback MDOT has received regarding the center-line rumble strips install project have been generally positive from news papers and the press community. Comments from the general public have mostly been positive, however, negative aspects involving noise and the perception of damage to the pavement were also received. In response to the public comments, MDOT's communication staff is developing a video depicting the benefits of rumble strips and that they do save lives. The video will be aired at welcome centers and at Department of State branch offices.

The "needs assessment" portion of the Transportation Funding Task Force is almost completed. The next segment will address revenue options to fund the needs. This most likely will initiate discussion on the potential of raising fuel taxes, the concept of private investments, public and private partnerships, and toll roads.

➤ Department of State (DOS) – Ms. Anne Corgan

Absent

Office of Services to the Aging (OSA) – Ms. Pamela Hall

OSA has received a grant to execute the Senior Mobility Counseling program formerly known as the "You Decide" program. This program is designed to aid seniors to determine themselves if they should give up their license or not. This program will be piloted over the next three months in Southeast Michigan. AARP's "We Need to Talk" program is being merged with the counseling program to enlighten and prepare family members how to discuss with the senior when its time to give up their license.

➤ Department of Community Health (MDCH) – Ms. Linda Scarpetta

Ms. Scarpetta expressed her thanks to the OHSP Communications staff for a tremendous job developing the public education campaign for the new booster seat law.

One of the challenges identified with enactment of the new booster seat law is getting booster seats to those who need them but cannot afford them. Legislatively, the challenge is to get the nursing mother exemption removed from the law to qualify Michigan for extended money from NHTSA. Efforts on this have been slow and will most likely not occur before the July 1 deadline to qualify. Efforts for the law change will continue with the goal to qualify next year. Mr. Morris expressed concern over losing federal dollars and requested Ms. Scarpetta brief him so he can address the issue with legislators.

➤ **Department of Education (MDOE) – Mr. Dwight Sinila**

In the area of pupil transportation, the MDOE is close to finalizing a best management practice on the use of GPS equipment in school busses. The initial cost of GPS is significant; however, proponents report that the effective use of GPS can be a money saver for districts in the long run. All of the benefits together have the potential to reduce transportation costs significantly and increase the safety of passengers, drivers, etc.

Currently, some buses utilize real-time cameras allowing the transportation supervisor to monitor activity as it happens from the office.

MDOE continues its quest to finalize the bus driver curriculum. The continuing education curriculum requiring bus drivers to take every two years has been tentatively approved. Four of the nine sections of the beginning bus driver curriculum have been revised and updated this year (vehicle familiarization, vehicle inspection, loading and unloading of passengers, and special education transportation functions).

Captain Powers inquired if schools' financial issues have resulted in reduced school bus maintenance efforts and a decrease in the replacement of older buses. Captain reported that the findings from this year's cycle of school bus safety inspections, conducted by MSP Vehicle Safety Inspectors, unfortunately indicate a significant increase in the number of buses failing annual inspection, and in correlation, a decrease in the number of buses passing inspection. In considering the factors as to why, Captain indicated that the inspection criteria has not changed, the inspection process has not changed, and the inspectors have not changed. Captain suspects the increase in diesel fuel costs may be diverting funds from maintenance in general and contributing to fewer new buses put into service. Not replacing older buses results in buses being driven longer which could be a contributing factor in the increase in fail rates.

Mr. Sinila stated he will address this issue with MDOE and will contact Sgt. Sharron VanCampen, commander of the Vehicle Inspection Unit, to address the issue at one of their meetings.

➤ **Local Representation – Chief David Stamm (MACP)**

Chief Stamm reported that fuel costs are affecting all law enforcement agencies resulting in vehicle reductions and less miles driven.

Chief Stamm congratulated the efforts made on the booster seat legislation and stated he and other police chiefs will initially concentrate their enforcement efforts on the education component to allow more citizens to become aware of the new requirements and to purchase the appropriate seats.

Chief Stamm was able to recruit some law enforcement members to join action teams. If other teams identify the need for law enforcement representation, local, county or state, he and others will happily assist in their recruitment efforts.

Chief Stamm recently attended the Non-checkpoint State Summit along with Mike Prince and other representatives from Michigan. One very noteworthy item attained the meeting is that Michigan is doing great without utilizing check-points and continues to be a leader in traffic safety.

➤ **Local Representation – Sheriff Al Byam (MSA)**

Absent

➤ **Local Representation – Mr. Steven Puuri**

Road agencies are keeping extremely busy this year due to the number of projects funded through various grants and federal aid. A Michigan Road Assessment report is to be submitted to the Governor by October and is to include the budgeting figures necessary to maintain various maintenance levels.

➤ **Department of State Police (MSP) – Capt. Robert Powers**

Captain Powers reported on the marking changes to MSP motor carrier enforcement vehicles. The Motor Carrier Enforcement shield displayed on the door panels has been retired and replaced with the Michigan State Police shield consistent with all other MSP patrol vehicles. As with other MSP specialty vehicles, i.e., Canine Unit, Accident Reconstruction, etc., verbiage identifying the specialty of "Commercial Vehicle Enforcement" is being placed on both rear quarter-panels.

The newly appointed Deputy Director of the MSP Field Services Bureau, Lt. Col. Eddie Washington, recently issued correspondence to all MSP field units encouraging them to support the new booster seat law in their enforcement efforts. In conjunction with the OHSP's tremendous amount of public education and awareness the MSP plans to take an active role on the enforcement side. For the first few months, however, MSP will be taking a soft enforcement approach to allow more time for the awareness to spread and to allow citizens time to acquire the appropriate seats. Compliance data will also be compiled.

➤ **Office of Highway Safety Planning (OHSP) – Mr. Michael Prince**

Mr. Prince added to Chief Stamm's comments concerning the Non-checkpoint Summit they attended as part of Michigan's contingent. Even though Michigan does not utilize check-points (constitutionally prohibited), over the last five years Michigan has seen a 23 percent reduction in alcohol related fatalities. He attributes this to the hard work and efforts of the GTSAC, traffic safety partners, the law enforcement community, and successful high-visibility enforcement campaigns. Examples mentioned were the safety belt campaigns direct impact on the reduced number of alcohol related fatalities, improvements in the EMS system, and public policy changes, i.e., the passage of the .08 law, etc. High-visibility enforcement is the key to success and although checkpoints is one way of achieving this, Michigan's approach of saturation patrols, publicity of crackdowns, and safety belt mobilizations, etc., have proven to be very successful.

Action Team Reports

Suspended-Pending SHSP Development

Impaired Driving Symposium – Homer Smith/MADD Michigan & Impaired Driving Action Team

- On May 1, the Ideas Symposium on Impaired Driving Effective Action Strategies was held. Over 160 people attended with the majority comprised of community coalitions charged with reducing the incidents of impaired driving fatalities in Michigan. Most attendees had little to no knowledge of what effective action strategies are. The main focus of the symposium was on social norming and the positive way of messaging. Additional strategies were also presented, e.g., use of technologies (ignition interlock), sobriety courts, high-visibility enforcement, and working with retailers. Follow-up contact with the attendees will be made to inquire what action strategies they have implemented or intend to implement.
- Mr. Morris congratulated the GTSAC Impaired Driving Action Team for their initiative and action to develop and coordinate this event and stated this should serve as a model for others.
- Mr. Smith expressed his thanks on behalf of the GTSAC Impaired Action Team to Jason Hamblen and OHSP for the assistance and funding provided for this program, and to the members of the Impaired Action Team and their efforts to ensure a successful program.

Click It or Ticket Mobilization & Over the Limit. Under Arrest. Crackdown – Alicia Sledge/OHSP

- Ms. Sledge reported on the successful outcome of the recent safety belt enforcement mobilization and how a side benefit resulted in law enforcement apprehending a number of persons for serious offences (felonies). Next, Michigan agencies will be participating in the National "Over the Limit. Under Arrest." crackdown scheduled for August 15 through the Labor Day holiday ending on September 1.

High Visibility Enforcement (HVE) Pilot Project – Ms. Pat Eliason/OHSP

- Ms. Eliason provided an overview of a High Visibility Enforcement pilot project being tested in Kalamazoo and Kent Counties. This nighttime initiative, adapted from a program being tested in Minnesota, is designed to enhance the visibility of impaired driving enforcement crackdowns by utilizing electronic message boards, similar to what is used in construction zones, to announce the special enforcement in effect, and by having enforcement officers wear reflective vests to enhance their visibility and identify them as working the special enforcement.

Michigan added a second component, Safety Belt Enforcement, to this campaign. Statistics prove that 73 percent of people involved in crashes during daytime hours are not wearing safety belts. During nighttime hours, however, the percentage drops to 44 percent. There is also a connection between the people involved in alcohol related crashes not wearing safety belts. Michigan is the only state trying a combined alcohol and safety belt enforcement campaign.

Communications Initiatives – Ms. Anne Readett/OHSP

- Ms. Readett outlined the aggressive media blitz component of the West Michigan joint enforcement campaign. Ms. Readett presented the two television PSAs developed that will air in West Michigan to advertise the combined enforcement campaign.
- Booster Seat Awareness Initiatives - Ms. Readett provided an overview of the extensive advertising campaign designed to bring public awareness of the new booster seat law that takes effect on July 1. Included in her presentation was the viewing of a television PSA developed for this initiative. Promotional material that was developed is also available in Arabic and Spanish.
- 2009 Traffic Safety Summit – Ms. Readett reported that many excellent general session and workshop topics have been received so far and that suggestions will continue to be accepted until August 31. Please include as much information about the program and/or presenter as possible on the suggestion form. The form is available on the OHSP Web site or by contacting the OHSP office.

Luciol Systems Safety Delineation Product Pilot Test – Mr. Nicolas Skrzypczak

- Mr. Skrzypczak presented an overview of the pilot test MDOT is conducting utilizing his company's roadway reflective product.
- Mr. Puuri commented on how this product could also be effective in saving the lives of road maintenance staff when repairing/replacing guard rails. The effectiveness of this product could also provide a cost savings in reduced replacement costs.

SHSP Planning Workshop Follow-up – Kathy Farnum/OHSP

- SHSP 2008 Mission Statement - Ms. Farnum presented the SHSP Mission Statement that was developed at the April SHSP Workshop. A motion was made by Mr. Puuri to adopt the new mission statement as presented which was seconded by Captain Powers. *Motion Carried.*
- SHSP 2008 Goals – Ms. Farnum presented the revised SHSP Goals that were developed at the April SHSP Workshop. A motion was made by Captain Powers to approve the new goals as presented which was seconded Ms. Scarpetta. *Motion Carried.*
- SHSP Action Team Changes – Ms. Farnum provided the voting results addressing changes to the emphasis areas (Action Teams). Commissioners agreed with the voting results as follows:
 1. EMS to be added as an emphasis area, with OHSP charged to form an exploratory group to determine how best to include EMS in the SHSP.
 2. The Occupant Protection emphasis area to remain as is not separated into two separate areas.
 3. The Work Zone Safety emphasis area is to be dissolved. MDOT and other collations will continue with their work zone safety efforts and periodically provide a report to the Commission.
- A Motion was made by Mr. Puuri and seconded Mr. Friend to accept the emphasis area changes as discussed and presented. *Motion Carried.*
- Next Steps: Ms. Farnum will request all action teams update of their portion of the SHSP (background and strategy) and submit back to her by August 8. The SHSP Draft will be updated accordingly and sent to all Commissioners by August 13 to review in preparation for discussion/adoption at the August 22, 2008 meeting.
- Once the SHSP has been adopted by the Commission, Ms. Farnum will schedule a meeting of all action team chairs to provide direction, tracking objectives, etc.
- To provide consistency in action plan formats, an action plan template is being developed and will be provided to the team chairs. New action plan covers are also being designed to easily identify them from the previous plans and to provide a fresh and professional looking document. These will be presented at the chair meeting.

Mr. Morris thanked the Commission members, stakeholders, and the OHSP staff for their great efforts in the success of the SHSP development process.

Other Business

None

GTSAC Administrative Items

None

Misc. Handouts

None

Meeting Adjourned at 11:14 a.m.

Next Meeting August 22, 2008